U.S. Department of Homeland Security

Seal and Signature Usage Guidelines

Homeland Security

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Introduction

The seal and signature of the U.S. Department of Homeland Security were created to embody our mission and values.

As the public representation of our department, it must be reproduced with care and precision. Consistent reproduction across all types of applications—print materials, presentations, advertisements, websites, signage and even stationery—will reinforce our mission and result in a greater awareness of the Department of Homeland Security.

This manual explains the elements of the seal, the signature and the basic specifications for reproduction, including color specifications and size requirements. Examples of distortions and misuses to avoid have also been included. Please make use of these guidelines and the approved digital artwork when reproducing the Homeland Security seal and signature.

Any questions regarding the use or application of the Homeland Security seal and signature should be directed to:

Office of Public Affairs
U.S. Department of Homeland Security
202 282 8013 tel

Seal and Signature

The Homeland Security signature is made up of two elements—the seal and the wordmark.

The Seal:
A graphically styled white American eagle appears in a circular blue field. The eagle's outstretched wings break through an inner red ring into an outer white ring that contains a circular placement of the words "U.S. DEPARTMENT OF" in the top half and "HOMELAND SECURITY" in the bottom half. The outer white ring has a silvery gray border. As in The Great Seal, the eagle's left claw holds an olive branch with 13 leaves and 13 seeds while the right claw grasps 13 arrows.

Centered on the eagle's breast is a shield divided into three sections containing elements that represent the homeland "from sea to shining sea." The top element, a dark blue sky, contains 22 stars representing the original 22 agencies and bureaus that have come together to form the department. The left shield element contains white mountains behind a green plain underneath a light blue sky. The right shield element contains four wave shapes representing the oceans, lakes and waterways alternating light and dark blue separated by white lines.

The Wordmark:
The words "Homeland Security" are placed to the right of the seal and set in upper- and lowercase letters. The words have been set in the Monotype version of the font Joanna. Each letter has been carefully drawn and placed. Use only the approved digital artwork files and never typeset, recreate or alter the seal or signature. Any change will cause inconsistencies, lessening the impact and compromising the trust of the Homeland Security seal and signature.

Homeland Security Signature: Preferred Configuration

Seal *Wordmark*

Seal and Signature Variations

The preferred signature lockup shown previously should be used in all applications whenever possible. If there is insufficient horizontal space, an alternate lockup that is vertically oriented can be used. In this lock-up, the wordmark is centered underneath the seal, as shown in the exhibit below.

The alternate signature lockup should be used only when the preferred lockup cannot be reproduced accurately.

Use of the seal alone is reserved for special instances such as lapel pins or podium signs.

As with the preferred version of the signature, always use the approved digital artwork.

Vertical Signature

Seal

Wordmark

Homeland Security

Seal Alone

Clearspace and Minimum Size

To ensure the prominence and legibility of the Homeland Security signature, always surround it with a minimum amount of clearspace. This clearspace isolates the signature from competing graphic elements, such as text, photography or background patterns, that may divert attention from the signature. As shown in the exhibit below, the clearspace for the signature is equal to the height of the uppercase letter "H" in the word "Homeland" in the size at which the signature is reproduced.

The Homeland Security signature can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and its impact is diminished. The minimum size is determined by the diameter of the seal. In printed material, the signature should not be reproduced with the seal smaller than .625" in diameter.

0.625"
minimum reproduction size

Primary Color Palette

The Homeland Security signature should be reproduced in full color—Homeland Security Blue, Gray, Green, Light Blue, and Red—whenever possible. These colors are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	R	G	B	R	G	B
							Video			Web	
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand. To help create a consistent look and feel for all Homeland Security communications, one typeface—Joanna MT—is preferred. This typeface has been chosen to complement the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

Joanna MT

abcdefghijklmnopq
rstuvwxyz
1234567890$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ *abcdefghijklmnopqrstuvwxyz*

Homeland Security Signature Color Variations

The preferred version of the Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_S.eps
4-color process (CMYK)	DHS_4.eps
RGB Video	DHS_V.eps
RGB Web	DHS_W.eps
Full-color spot (PANTONE), alternate	DHS_S_at.eps
4-color process (CMYK), alternate	DHS_4_at.eps
RGB Video, alternate	DHS_V_at.eps
RGB Web, alternate	DHS_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_S_4.eps
Seal Alone, RGB Video	DHS_S_V.eps
Seal Alone, RGB Web	DHS_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_K_T.eps
1-color black w/tint, alternate	DHS_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_SR.eps
4-color process (CMYK) reverse	DHS_4R.eps
RGB Video reverse	DHS_VR.eps
RGB Web reverse	DHS_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_4R_at.eps
RGB Video reverse, alternate	DHS_VR_at.eps
RGB Web reverse, alternate	DHS_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_S_4R.eps
Seal Alone, RGB Video reverse	DHS_S_VR.eps
Seal Alone, RGB Web reverse	DHS_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_S_KR_T.eps

Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

Description	File Name
1-color spot (PANTONE 2955)	DHS_1.eps
1-color spot (PANTONE 2955), alternate	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_S_1.eps

Description	File Name
1-color black	DHS_K.eps
1-color black, alternate	DHS_K_at.eps
Seal Alone, 1-color black	DHS_S_K.eps

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R_.eps

Description	File Name
1-color black reverse	DHS_KR.eps
1-color black reverse, alternate	DHS_KR_at.eps
Seal Alone, 1-color black reverse	DHS_S_KR.eps

Background Control

White is the most effective background on which to reproduce the full-color Homeland Security signature because it provides the colors with a clean, crisp contrast. The reverse version of the full-color signature can also be used with Homeland Security Blue and a 75% tint of black as background colors.

If the full-color signature appears on light backgrounds or photographs, there must always be sufficient contrast between the background or photograph and the signature colors. If the signature is being placed on a background or photograph where the full-color signature will be illegible, use one of the reverse signatures.

Signature Misuses

Incorrect use of the Homeland Security signature can compromise its integrity and effectiveness. Shown below is a small and by no means comprehensive sample of possible misuses.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or recreate the Homeland Security signature.

Do not change the arrangement of the preferred signature lockup.

Do not change the arrangement of the alternate signature lockup.

Do not change the color of the wordmark or seal.

Do not re-typeset or outline the wordmark.

Do not place the seal within a shape.

Do not distort the seal or wordmark.

Do not use the full-color signature with the color background showing through the seal.

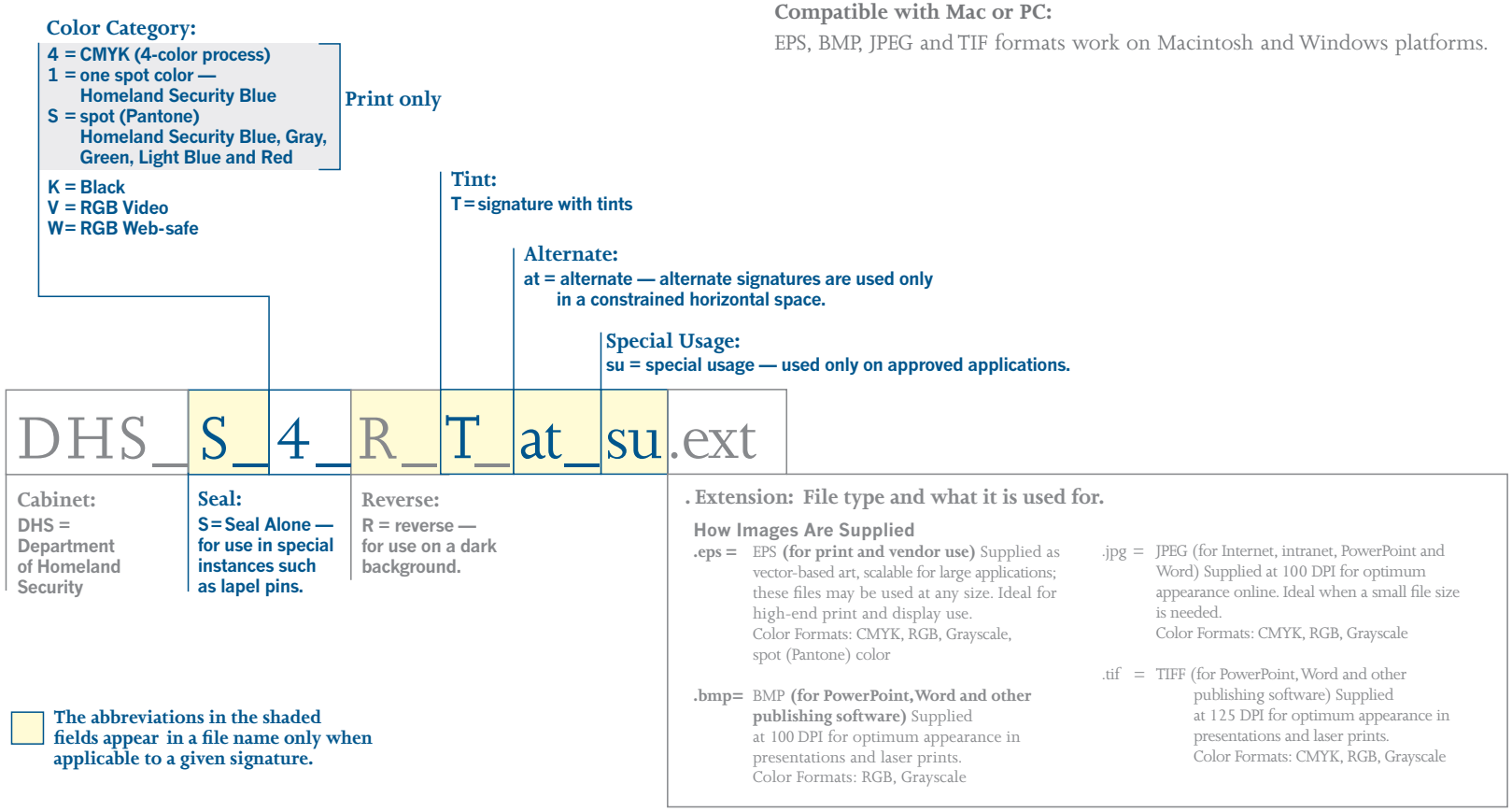
Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format:
The EPS format is for applications that require high-resolution artwork for reproduction—for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

BMP, JPEG and TIF Formats:
BMP signatures are suitable for importing into applications such as Microsoft Word, Excel or Powerpoint. BMPs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur. JPEGs have been created for use in web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIF signatures are suitable for importing into applications such as Microsoft Word, Powerpoint and page layout programs. TIFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

Compatible with Mac or PC:
EPS, BMP, JPEG and TIF formats work on Macintosh and Windows platforms.


Color Category:
4 = CMYK (4-color process)
1 = one spot color — Homeland Security Blue
S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue and Red
Print only
K = Black
V = RGB Video
W = RGB Web-safe
Tint:
T = signature with tints
Alternate:
at = alternate — alternate signatures are used only in a constrained horizontal space.
Special Usage:
su = special usage — used only on approved applications.
DHS_S_4_R_T_at_su.ext
Cabinet:
DHS = Department of Homeland Security
Seal:
S = Seal Alone — for use in special instances such as lapel pins.
Reverse:
R = reverse — for use on a dark background.
. Extension: File type and what it is used for.
How Images Are Supplied
.eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use.
Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color
.bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints.
Color Formats: RGB, Grayscale
.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed.
Color Formats: CMYK, RGB, Grayscale
.tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints.
Color Formats: CMYK, RGB, Grayscale
The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.

U.S. Department of Homeland Security Branding System

U.S. Department of Homeland Security Branding System

The objectives of our branding system are to:

- Focus and build impact for Homeland Security, reflecting a more modern and non-bureaucratic form of government.
- Strengthen and unify the department.
- Help state and local entities, as well as the general public, understand the role and the structure of the department.
- Simplify and streamline communication.

What makes a powerful branding system?

- It must be clear from the user/customer perspective.
- Minimize the use of acronyms. An abundance of acronyms do not communicate clarity and directness.
- No more than two levels should be branded. Too many layers and too many symbols suggest an expected government bureaucracy and a disparate organization with lack of focus.
- Our branding system should not be viewed as an organizational chart.

U.S. Department of Homeland Security Branding System

Cabinet	Homeland Security				
Competency	Science and Technology	Information Analysis and Infrastructure Protection	Border and Transportation Security	Emergency Preparedness and Response	Management
Public Facing Entities			Transportation Security Administration U.S. Immigration and Customs Enforcement U.S. Customs and Border Protection	FEMA	U.S. Citizenship and Immigration Services
Endorsed					U.S. Department of Homeland Security United States Coast Guard U.S. Department of Homeland Security United States Secret Service
Programs, Locations and Centers	National Biodefense Analysis and Countermeasures Center Chemical and Biological National Security and Supporting Programs Biological and Environmental Research Programs Nuclear Smuggling and Proliferation, Detection and Verification Programs Nuclear Assessment, Detection, Materials Protection and Cooperation Programs Advanced Scientific Computing Research Program at Lawrence Livermore National Laboratory Plum Island Animal Disease Center	National Communication System Federal Computer Incident Response Center National Cyber Security Division	Office for Domestic Preparedness Federal Law Enforcement Training Center	Citizen's Corp Ready	USA Visit

Level I — Cabinet

Senior and staff members of the department who represent the U.S. Department of Homeland Security.

Example: Business Card

Example: Signage/Wall Plaque

Level II — Competency

Senior and staff members who represent the five directorates. To broaden the master brand's capabilities, a descriptor is added to communicate a specific competence.

The five competencies are as follows:

Science and Technology

Information Analysis and Infrastructure Protection

Border and Transportation Security

Emergency Preparedness and Response

Management

Example: Business Card

Example: Signage/Wall Plaque

Level III — Public Facing Entities

Bureaus and agencies with high visibility and interaction with the general public. These five entities use the DHS Seal "locked up" with their specific name set in standardized DHS typography and color.

U.S. Customs and Border Protection

Transportation Security Administration

FEMA

U.S. Immigration and Customs Enforcement

U.S. Citizenship and Immigration Services

Example: Business Card

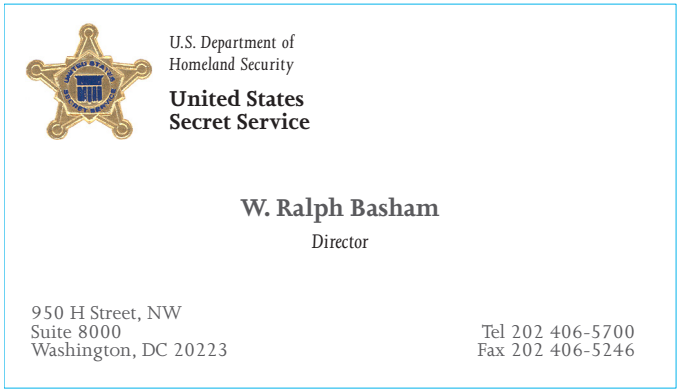
Example: Signage/Wall Plaque

Level III — Public Facing Entities — Endorsed

Bureaus and agencies with high visibility and interaction with the general public. Because of their strong brand equity, these two entities retain existing identities and carry an endorsement link to the Department of Homeland Security.

Example: Business Card

Example: Signage/Wall Plaque



Example: Business Card

Example: Signage/Wall Plaque

Level IV — Programs, Locations and Centers

A program name should appear as the second line of address copy following "U.S. Department of Homeland Security." It can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign. A program name should never be "locked up" to the Homeland Security identity.

A location should appear as the first line of address copy followed by "U.S. Department of Homeland Security." Like a program name, it can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign.

Example: Program Business Card

Example: Location Business Card

The Programs, Locations and Centers are as follows:

- National Biodefense Analysis and Countermeasures Center
- Chemical and Biological National Security and Supporting Programs
- Biological and Environmental Research Programs
- Nuclear Smuggling and Proliferation, Detection and Verification Programs
- Nuclear Assessment, Detection, Materials Protection and Cooperation Programs
- Advanced Scientific Computing Research Program at Lawrence Livermore National Laboratory
- Plum Island Animal Disease Center
- National Communication System
- Federal Computer Incident Response Center
- National Cyber Security Division
- Office for Domestic Preparedness
- Federal Law Enforcement Training Center
- Citizen's Corp
- Ready
- USA Visit

Example: Signage/Wall Plaque

Public Facing Entity Signature Color Variations

U.S. Citizenship and Immigration Services Signature Color Variations

The preferred version of the public facing entity U.S. Citizenship and Immigration Services Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_cis_S.eps
4-color process (CMYK)	DHS_cis_4.eps
RGB Video	DHS_cis_V.eps
RGB Web	DHS_cis_W.eps
Full-color spot (PANTONE), alternate	DHS_cis_S_at.eps
4-color process (CMYK), alternate	DHS_cis_4_at.eps
RGB Video, alternate	DHS_cis_V_at.eps
RGB Web, alternate	DHS_cis_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_cis_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_cis_S_4.eps
Seal Alone, RGB Video	DHS_cis_S_V.eps
Seal Alone, RGB Web	DHS_cis_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_cis_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_cis_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_cis_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_cis_K_T.eps
1-color black w/tint, alternate	DHS_cis_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_cis_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_cis_SR.eps
4-color process (CMYK) reverse	DHS_cis_4R.eps
RGB Video reverse	DHS_cis_VR.eps
RGB Web reverse	DHS_cis_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_cis_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_cis_4R_at.eps
RGB Video reverse, alternate	DHS_cis_VR_at.eps
RGB Web reverse, alternate	DHS_cis_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_cis_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_cis_S_4R.eps
Seal Alone, RGB Video reverse	DHS_cis_S_VR.eps
Seal Alone, RGB Web reverse	DHS_cis_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_cis_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_cis_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_cis_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_cis_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_cis_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_cis_S_KR_T.eps

U.S. Citizenship and Immigration Services Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE 2955)	DHS_cis_1.eps
1-color spot (PANTONE 2955), alternate	DHS_cis_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_cis_S_1.eps

U.S. Citizenship and Immigration Services

Description	File Name
1-color black	DHS_cis_K.eps
1-color black, alternate	DHS_cis_K_at.eps
Seal Alone, 1-color black	DHS_cis_S_K.eps

U.S. Citizenship and Immigration Services

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_cis_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_cis_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DH_cis_S_1R_.eps

U.S. Citizenship and Immigration Services

Description	File Name
1-color black reverse	DHS_cis_KR.eps
1-color black reverse, alternate	DHS_cis_KR_at.eps
Seal Alone, 1-color black reverse	DHS_cis_S_KR.eps

U.S. Customs and Border Protection Signature Color Variations

The preferred version of the public facing entity U.S. Customs and Border Protection Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_cbp_S.eps
4-color process (CMYK)	DHS_cbp_4.eps
RGB Video	DHS_cbp_V.eps
RGB Web	DHS_cbp_W.eps
Full-color spot (PANTONE), alternate	DHS_cbp_S_at.eps
4-color process (CMYK), alternate	DHS_cbp_4_at.eps
RGB Video, alternate	DHS_cbp_V_at.eps
RGB Web, alternate	DHS_cbp_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_cbp_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_cbp_S_4.eps
Seal Alone, RGB Video	DHS_cbp_S_V.eps
Seal Alone, RGB Web	DHS_cbp_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_cbp_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_cbp_1_T_at.eps
Seal Alone,1-color spot (PANTONE) w/tint	DHS_cbp_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_cbp_K_T.eps
1-color black w/tint, alternate	DHS_cbp_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_cbp_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_cbp_SR.eps
4-color process (CMYK) reverse	DHS_cbp_4R.eps
RGB Video reverse	DHS_cbp_VR.eps
RGB Web reverse	DHS_cbp_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_cbp_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_cbp_4R_at.eps
RGB Video reverse, alternate	DHS_cbp_VR_at.eps
RGB Web reverse, alternate	DHS_cbp_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_cbp_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_cbp_S_4R.eps
Seal Alone, RGB Video reverse	DHS_cbp_S_VR.eps
Seal Alone, RGB Web reverse	DHS_cbp_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_cbp_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_cbp_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_cbp_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_cbp_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_cbp_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_cbp_S_KR_T.eps

U.S. Customs and Border Protection Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

Description	File Name
1-color spot (PANTONE 2955)	DHS_cbp_1.eps
1-color spot (PANTONE 2955), alternate	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_S_1.eps

Description	File Name
1-color black	DHS_cbp_K.eps
1-color black, alternate	DHS_cbp_K_at.eps
Seal Alone, 1-color black	DHS_cbp_S_K.eps

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R_.eps

Description	File Name
1-color black reverse	DHS_cbp_KR.eps
1-color black reverse, alternate	DHS_cbp_KR_at.eps
Seal Alone, 1-color black reverse	DHS_cbp_S_KR.eps

FEMA
Signature Color Variations

The preferred version of the public facing entity FEMA Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_fema_S.eps
4-color process (CMYK)	DHS_fema_4.eps
RGB Video	DHS_fema_V.eps
RGB Web	DHS_fema_W.eps
Full-color spot (PANTONE), alternate	DHS_fema_S_at.eps
4-color process (CMYK), alternate	DHS_fema_4_at.eps
RGB Video, alternate	DHS_fema_V_at.eps
RGB Web, alternate	DHS_fema_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_fema_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_fema_S_4.eps
Seal Alone, RGB Video	DHS_fema_S_V.eps
Seal Alone, RGB Web	DHS_fema_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_fema_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_fema_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_fema_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_fema_K_T.eps
1-color black w/tint, alternate	DHS_fema_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_fema_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_fema_SR.eps
4-color process (CMYK) reverse	DHS_fema_4R.eps
RGB Video reverse	DHS_fema_VR.eps
RGB Web reverse	DHS_fema_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_fema_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_fema_4R_at.eps
RGB Video reverse, alternate	DHS_fema_VR_at.eps
RGB Web reverse, alternate	DHS_fema_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_fema_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_fema_S_4R.eps
Seal Alone, RGB Video reverse	DHS_fema_S_VR.eps
Seal Alone, RGB Web reverse	DHS_fema_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_fema_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_fema_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_fema_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_fema_S_KR_T.eps

FEMA
Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

Description	File Name
1-color spot (PANTONE 2955)	DHS_fema_1.eps
1-color spot (PANTONE 2955), alternate	DHS_fema_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_fema_S_1.eps

Description	File Name
1-color black	DHS_fema_K.eps
1-color black, alternate	DHS_fema_K_at.eps
Seal Alone, 1-color black	DHS_fema_S_K.eps

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_fema_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_fema_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R_.eps

Description	File Name
1-color black reverse	DHS_fema_KR.eps
1-color black reverse, alternate	DHS_fema_KR_at.eps
Seal Alone, 1-color black reverse	DHS_fema_S_KR.eps

U.S. Immigration and Customs Enforcement Signature Color Variations

The preferred version of the public facing entity U.S. Immigration and Customs Enforcement Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_ice_S.eps
4-color process (CMYK)	DHS_ice_4.eps
RGB Video	DHS_ice_V.eps
RGB Web	DHS_ice_W.eps
Full-color spot (PANTONE), alternate	DHS_ice_S_at.eps
4-color process (CMYK), alternate	DHS_ice_4_at.eps
RGB Video, alternate	DHS_ice_V_at.eps
RGB Web, alternate	DHS_ice_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_ice_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_ice_S_4.eps
Seal Alone, RGB Video	DHS_ice_S_V.eps
Seal Alone, RGB Web	DHS_ice_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_ice_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_ice_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_ice_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_ice_K_T.eps
1-color black w/tint, alternate	DHS_ice_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_ice_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_ice_SR.eps
4-color process (CMYK) reverse	DHS_ice_4R.eps
RGB Video reverse	DHS_ice_VR.eps
RGB Web reverse	DHS_ice_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_ice_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_ice_4R_at.eps
RGB Video reverse, alternate	DHS_ice_VR_at.eps
RGB Web reverse, alternate	DHS_ice_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_ice_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_ice_S_4R.eps
Seal Alone, RGB Video reverse	DHS_ice_S_VR.eps
Seal Alone, RGB Web reverse	DHS_ice_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_ice_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_ice_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_ice_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_ice_S_KR_T.eps

U.S. Immigration and Customs Enforcement Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

Description	File Name
1-color spot (PANTONE 2955)	DHS_ice_1.eps
1-color spot (PANTONE 2955), alternate	DHS_ice_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_ice_S_1.eps

Description	File Name
1-color black	DHS_ice_K.eps
1-color black, alternate	DHS_ice_K_at.eps
Seal Alone, 1-color black	DHS_ice_S_K.eps

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_ice_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R_.eps

Description	File Name
1-color black reverse	DHS_ice_KR.eps
1-color black reverse, alternate	DHS_ice_KR_at.eps
Seal Alone, 1-color black reverse	DHS_ice_S_KR.eps

Transportation Security Administration Signature Color Variations

The preferred version of the public facing entity U.S. Transportation Security Administration Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.

Description	File Name
Full-color spot (PANTONE)	DHS_tsa_S.eps
4-color process (CMYK)	DHS_tsa_4.eps
RGB Video	DHS_tsa_V.eps
RGB Web	DHS_tsa_W.eps
Full-color spot (PANTONE), alternate	DHS_tsa_S_at.eps
4-color process (CMYK), alternate	DHS_tsa_4_at.eps
RGB Video, alternate	DHS_tsa_V_at.eps
RGB Web, alternate	DHS_tsa_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_tsa_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_tsa_S_4.eps
Seal Alone, RGB Video	DHS_tsa_S_V.eps
Seal Alone, RGB Web	DHS_tsa_S_W.eps

Description	File Name
1-color spot (PANTONE) w/tint	DHS_tsa_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_tsa_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_tsa_S_1_T.eps

Description	File Name
1-color black w/tint	DHS_tsa_K_T.eps
1-color black w/tint, alternate	DHS_tsa_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_tsa_S_K_T.eps

Description	File Name
Full-color spot (PANTONE) reverse	DHS_tsa_SR.eps
4-color process (CMYK) reverse	DHS_tsa_4R.eps
RGB Video reverse	DHS_tsa_VR.eps
RGB Web reverse	DHS_tsa_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_tsa_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_tsa_4R_at.eps
RGB Video reverse, alternate	DHS_tsa_VR_at.eps
RGB Web reverse, alternate	DHS_tsa_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_tsa_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_tsa_S_4R.eps
Seal Alone, RGB Video reverse	DHS_tsa_S_VR.eps
Seal Alone, RGB Web reverse	DHS_tsa_S_WR.eps

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_tsa_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_S_1R_T.eps

Description	File Name
1-color black, reverse w/tint	DHS_tsa_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_tsa_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_tsa_S_KR_T.eps

Transportation Security Administration Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

Transportation Security Administration

Description	File Name
1-color spot (PANTONE 2955)	DHS_tsa_1.eps
1-color spot (PANTONE 2955), alternate	DHS_tsa_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_tsa_S_1.eps

Transportation Security Administration

Description	File Name
1-color black	DHS_tsa_K.eps
1-color black, alternate	DHS_tsa_K_at.eps
Seal Alone, 1-color black	DHS_tsa_S_K.eps

Transportation Security Administration

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.

Transportation Security Administration

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_tsa_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_tsa_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_tsa_S_1R_.eps

Transportation Security Administration

Description	File Name
1-color black reverse	DHS_tsa_KR.eps
1-color black reverse, alternate	DHS_tsa_KR_at.eps
Seal Alone, 1-color black reverse	DHS_tsa_S_KR.eps

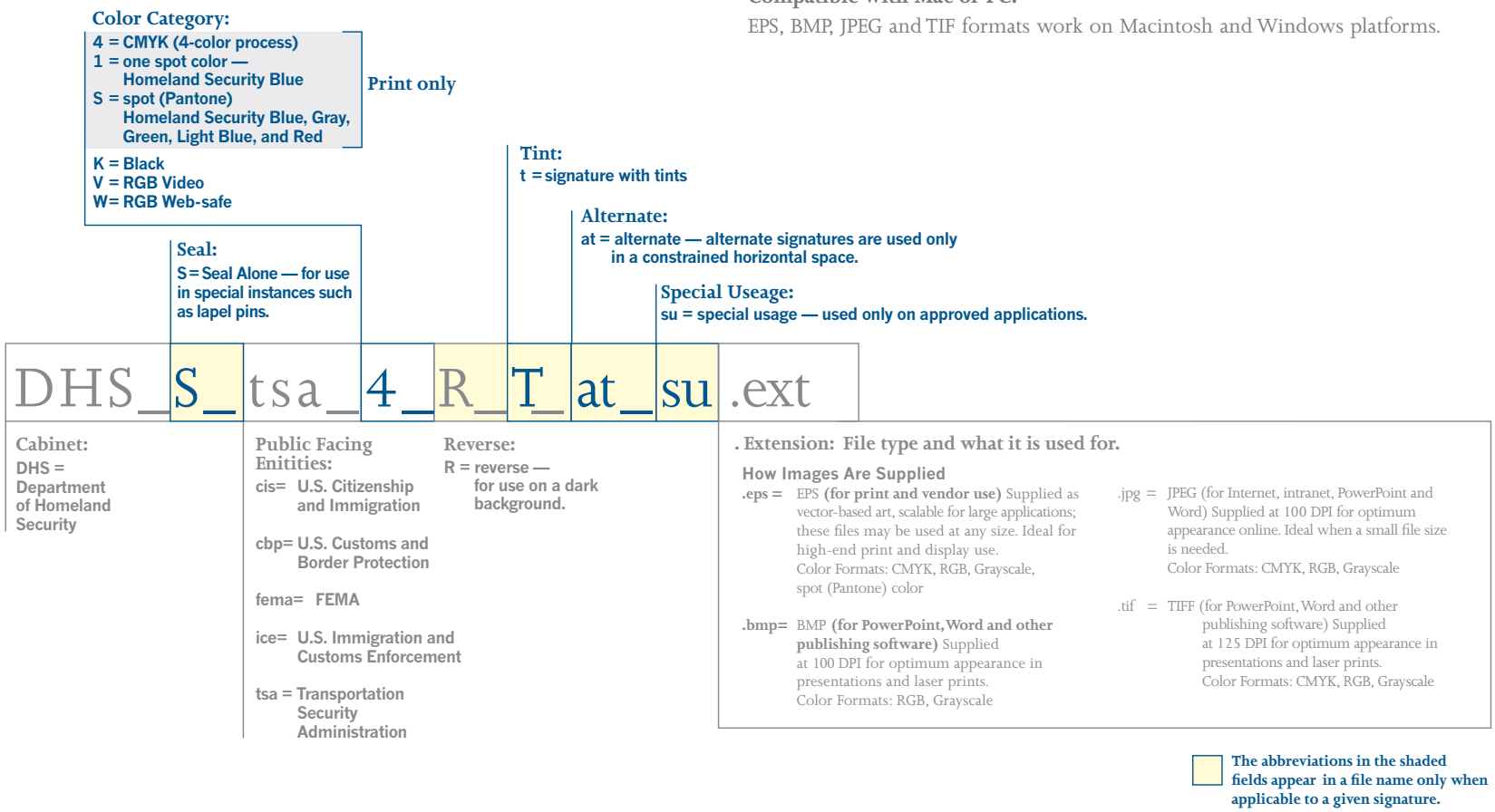
Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format:
The EPS format is for applications that require high-resolution artwork for reproduction, for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

BMP, JPEG and TIF Formats:
BMP signatures are suitable for importing into applications such as Microsoft Word, Excel or Powerpoint. BMPs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur. JPEGs have been created for use in web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIF signatures are suitable for importing into applications such as Microsoft Word, Powerpoint and page layout programs. TIFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

Compatible with Mac or PC:
EPS, BMP, JPEG and TIF formats work on Macintosh and Windows platforms.


Color Category:
4 = CMYK (4-color process)
1 = one spot color — Homeland Security Blue
S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue, and Red
Print only
K = Black
V = RGB Video
W= RGB Web-safe
Seal:
S = Seal Alone — for use in special instances such as lapel pins.
Tint:
t = signature with tints
Alternate:
at = alternate — alternate signatures are used only in a constrained horizontal space.
Special Useage:
su = special usage — used only on approved applications.
DHS_S_tsa_4_R_T_at_su.ext
Cabinet:
DHS = Department of Homeland Security
Public Facing Enitities:
cis= U.S. Citizenship and Immigration
cbp= U.S. Customs and Border Protection
fema= FEMA
ice= U.S. Immigration and Customs Enforcement
tsa = Transportation Security Administration
Reverse:
R = reverse — for use on a dark background.
. Extension: File type and what it is used for.
How Images Are Supplied
.eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use. Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color
.bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints. Color Formats: RGB, Grayscale
.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed. Color Formats: CMYK, RGB, Grayscale
.tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints. Color Formats: CMYK, RGB, Grayscale
The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.